

Dear Sir or Madame,

I urge you to reject the National Association of Broadcasters petition 04 - 160. I am new to the satellite radio scene, but want to point up some reasons for allowing them to continue offering weather and traffic information as part of its services. I was, when I subscribed to the service, the owner and operator of a truck which carried freight nationwide to various locations which included major cities on a nearly daily basis. It seems that appointments for loading or unloading this freight regularly get scheduled during the busiest times of the day so traffic information helps to avoid delays and aggravation of a problem already in progress. The weather portion of the broadcasting serves as important a task by offering the subscriber access to information at the touch of a button.

I am fully aware that local broadcasters offer these services, too. The difference is that a substantial segment of the subscriber market consists of people in careers which put them out of their own familiar driving circumstances. In other words, it is different approaching a city or a rural area, in the case of weather information, with which one cannot hope to find a local broadcaster offering the information needed expeditiously.

I have found myself in situations where severe thunderstorms, tornados, snow storms, ice storms, and even hurricanes were approaching in areas somewhat unfamiliar to me. Some have NOAA weather radio on board and that can be helpful, but why limit the information dispersion process when these people are not an important segment of the broadcaster's advertising marketing mix anyway? In order to find a station on the standard AM/FM broadcasting spectrum, one has to scan all stations, hoping to find one which happens to be offering the information needed at the exact time of the scan. One must listen to each station for several minutes to determine if the information will be offered at all. Information by its very nature is a tool for making a decision. If the information is delayed because of the search required to attain it then it may become useless for the required decision.

To the broadcasters, how many local persons of your marketing segment will listen to XM or other satellite services instead of your shows solely for the purpose of this information described above? These people know what shows they like to listen to primarily in the morning and afternoon. If they do not care to hear the local news, weather, traffic, music, comedy and commercials, they will listen to something else on the satellite radio, CD, cassette, cell phone or just enjoy the peace and quiet.

In summary, I cannot see where there is any important damage being done to the broadcasters being caused by satellite radio offering these services. The whole realm of satellite radio must be somewhat damaging to broadcasters ability to capture a market, but that's life. Technology goes on. Blacksmiths probably did not care for the railroad, the railroad did not care for airplanes and trucks, the US Postal Service did not care for UPS and Fed Ex. The vinyl record industry did not care for digital technology. Get my point? This comparison could go on ad infinitum. Broadcasters must find ways to be relevant to its market rather than eliminate good healthy competition in specific areas.

So please FCC, do not do this. I have no financial or personal attachment to satellite radio but the proposal is absolutely WRONG!

Thank you for hearing my opinion.

Sincerely,

Steven A. Parker